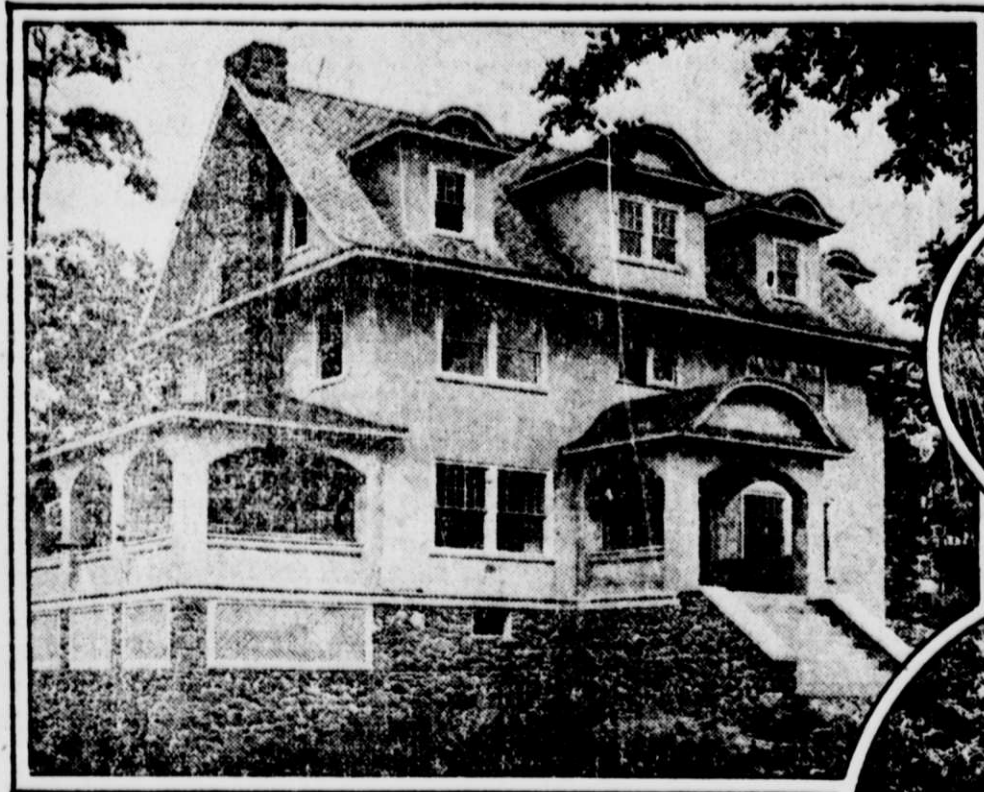


# ACTIVE SUBURBAN HOME BUYING THIS SPRING BEARS WITNESS TO IMPROVEMENT IN BUSINESS CONDITIONS



SOLD TO MR. EDWARD WOOD AT MOUNTAIN LAKES, N. Y.



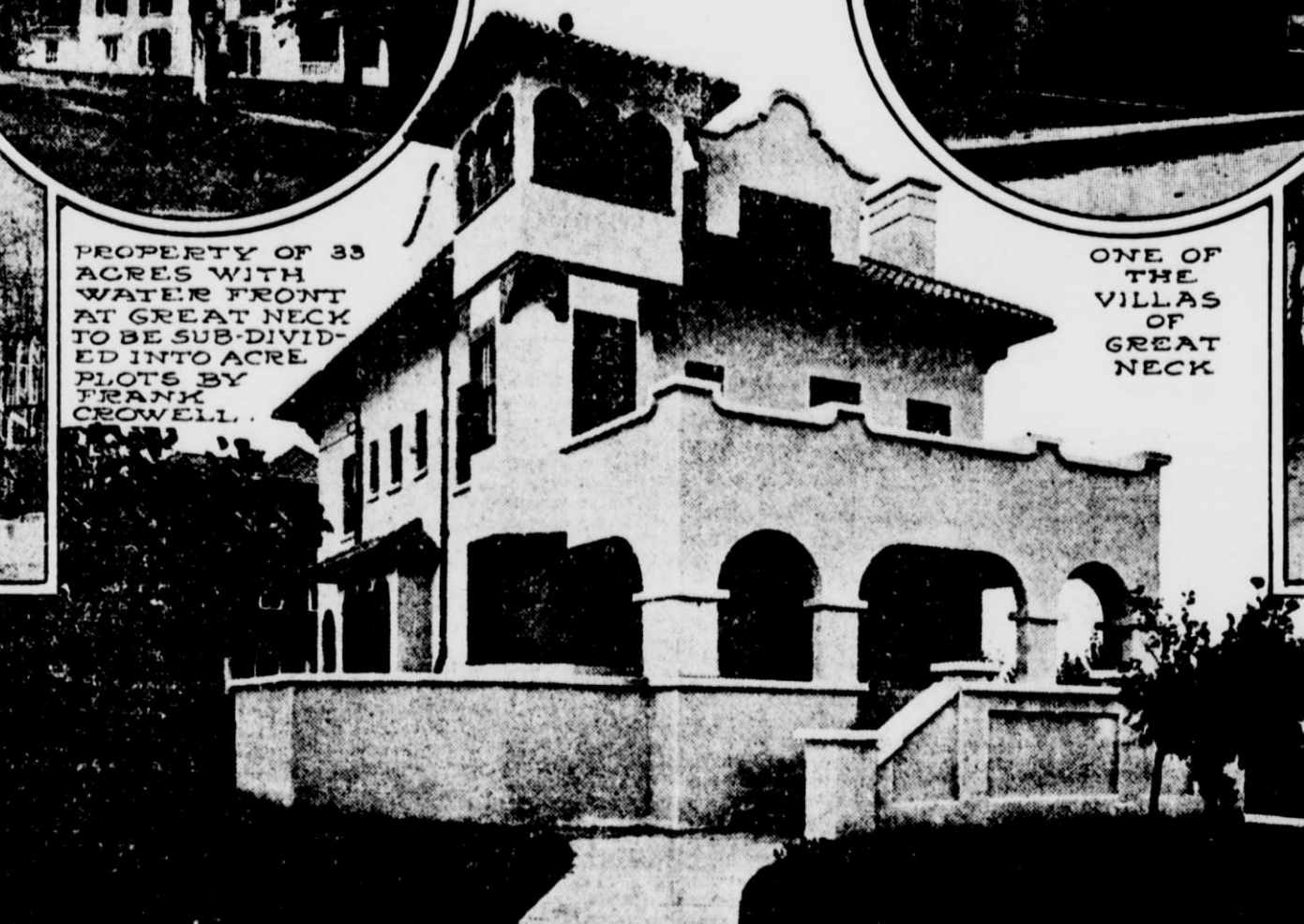
NEW RESIDENCE OF GEORGE W. GATES AT KENSINGTON, GREAT NECK, L. I.



FERDINAND FLEISCHMANN'S HOME AT PELHAMWOOD



ONE OF THE CHEAPER HOUSES AT NEPPERHAN HEIGHTS, YONKERS.



PROPERTY OF 33 ACRES WITH WATER FRONT AT GREAT NECK TO BE SUB-DIVIDED INTO ACRE PLOTS BY FRANK CROWELL.

ONE OF THE VILLAS OF GREAT NECK



RESIDENCE RECENTLY COMPLETED FOR RALPH INCE, IN THE LAKE SECTION AT BRIGHTWATERS, L. I.

RETURNING property is to be seen on all sides in the suburban home field near New York. For the first time in several years developers are talking optimistically of the future and are backing up their views by spending considerable money in erecting houses for future sale. In transactions already consummated a better demand for houses near the city also is expressed, and since it has been demonstrated on many occasions that real estate, and especially suburban real estate, is the last to recover from a period of depression, land developers and builders believe their term of dullness is over and the market is started again on the course it was following when the countrywide depression practically put a stop to all activity.

Aside from the fact that money is more plentiful now than it has been for several years, builders give as a reason for the renewed activity the cheapness of houses at this time. Land prices are about the same as they have been during the last few years. During the depression there has been so little buying that almost no change has been made in asking prices. In fact, if there is any change to be noted it is in the downward direction, developers taking this means of encouraging interest in their properties.

It is in the cost of materials and labor that present day buyers effect unusual savings. Materials have not been so low in many years as they are this spring and advantage has been taken of this condition in many places to erect a greater number of fine houses than customary. Labor prices do not vary like prices of materials, but on account of the depression throughout the building trades developers have been able to obtain the services of a better grade of mechanics who not only effect a saving in the amount of time required to do a stated amount of work but also do the work better than the old time suburban laborer. As a result of this houses erected this spring are offered at lower cost than usual to the buyer, and a stated with a better built house can be had than ever before.

**Costly Homes at Kensington.**  
How great is the confidence of builders in the continued prosperity of the country may be judged by the fact that in the various suburban sections developers are going into their own pockets for sums up to a quarter of a million dollars, invested in speculative home building ventures. At Kensington, Great Neck, one of the most elaborate houses erected on speculation in the whole suburban area is being put up at a cost of \$45,000. It is a duplicate in modern form of the famous old Lee mansion in Virginia, a Colonial type house that has often been cited as one of the most attractive of its kind in the country.

great cost and turned over to the association of home owners. The pool and park supply the colony with its social centre, and on any fine day the place is most attractive with yachts and motor boats tied up to the pier, people disporting in the pool, others on the tennis courts and more watching the activities from prettily arranged floral booths.

**Greenwald's Active Season.**  
W. J. Greenwald, sales manager of Greenwald on the north shore of Long Island, reports the best season that place has had. The property has been improved this spring by the erection of a sea wall along the Sound shore and a pier is now to be built out from the Casino for the convenience of the yachtsmen of the colony. Motorboat races are to be a feature of this year's sporting programme, and a tennis tournament is under arrangement. Three new dirt courts have been added.

House building is progressing at a good pace, fostered by the company's uniform contract under which a purchaser may buy a plot and do his own improving, or may have the company take the whole burden off his hands by supplying architect, builder, decorator and furnisher, turning the house over to the owner ready for him to move in. Fireproof houses are the rule at Greenwald, the prices of them ranging from about \$12,000 to \$15,000. Only yesterday a large plot was sold on the waterfront overlooking the Casino to a buyer who will erect one of the most costly homes in the community.

**Six Houses at Malba.**  
At Malba, on the north shore of Queens, six new houses, costing from \$7,500 to \$15,000, are being erected under the direction of P. P. Edson, sales manager. Three of these are of hollow tile with stucco exterior and three are of frame. N. M. Woods, who designed many of the finest homes in Long Island developments, has planned these.

Unusual activities are planned for this year at the club at Malba, golf and tennis being featured with all kinds of water sports.

**Big Year at Garden City.**  
Gage E. Tarbell expects so good a season at Garden City that he has erected fifteen new homes for sale at a total cost amounting to several hundred thousand dollars. The new houses are the work of such architects as Aymar Embury 2d, Alfred Buselle, Oswald C. Herring and Davis, McCraith & Kinsling. They range in price from \$7,500 to \$45,000, and include charming cottages up to large country estates occupying whole blocks of property.

The most recent buyer these is John M. Loughran, a professor in the Commercial High School in Brooklyn, who has purchased a plot on which he broke ground yesterday for a \$6,000 home. Dr. Frederick Emil Neef also has purchased a home at a cost of about \$6,750.

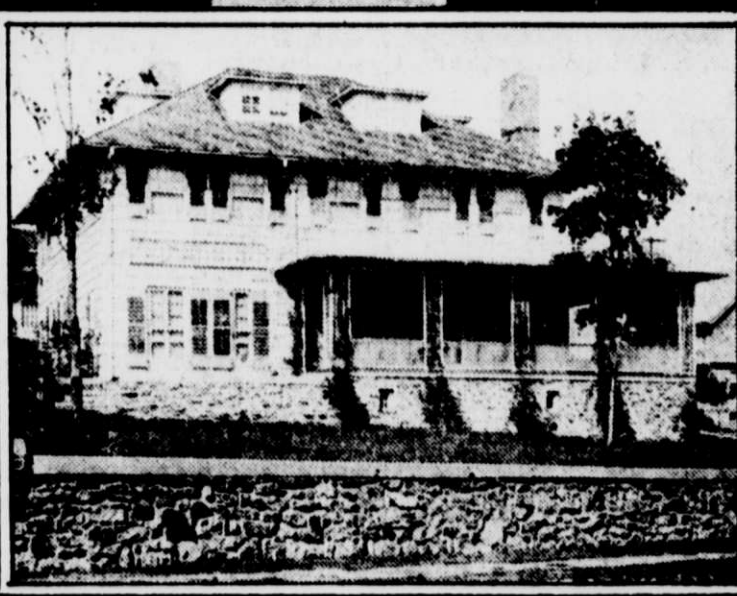
P. H. Roe's sales manager for Joseph P. Day at Little Neck Hills, sees such an active season ahead that he has made contracts for the development of a new section of the property with streets, sidewalks, curbs and surface improvements. The Little Neck Civic Association, composed of four-fifths of the residents of the hills, is actively co-operating in the work and the members are planning a gala day on June 5, when they intend to show off the property to all who care to see a first class moderate price development.

**Big Demand at Kew Gardens.**  
Nowhere in the residence section of Greater New York, as well as its nearby suburbs, is there greater building activity than at Kew Gardens, in the borough of Queens. New houses are being erected in all sections. Home seekers and plot buyers have been flocking to Kew in large numbers during the last week.

The foresight of the owners in retaining the old trees and in sparing no expense have made this attractive residence section of Queens county one of the most beautiful. Kew Gardens is but fifteen minutes from the Pennsylvania Terminal and the heart of everything in Manhattan. Fast electric train service is afforded by the Long Island Railroad at all hours of the day and night.

John J. Britton, the sales manager, said yesterday that from the sales already made he firmly believes that this spring would be the most successful in the history of Kew Gardens. The development has been remarkable, as during the last two years over 125 houses have been built and sold. They are now occupied by their owners, who in practically all instances came from Manhattan and Brooklyn.

**Homes Near the Ocean.**  
On the south shore of Long Island Manhattan Beach and Brightwaters supply the demand for seashore homes, though in character, location and development they are of entirely different types. Manhattan Beach is undergoing its most active season. Being on the ocean front of Brooklyn it is easily accessible and for that reason is among the all-year home communities of the city. To-day every part of the breeze-swept stretch between the ocean and Sheephead Bay is the scene of unusual building activity on the part of speculative builders and private owners. The Manhattan Beach Estate Company has had a good market during the last few months for its lots, on many of which buyers will have homes ready



RESIDENCE OF FLORENCE ROBERTS AT NEPPERHAN HEIGHTS, YONKERS.

HOUSE DESIGNED AND BUILT BY PAUL J. GALLAGHER AT MANHATTAN BEACH

up by those who purchased land and will do their own building with the aid of the company. Some of the new houses are of the bungalow type and some are cottages. In price they range from \$4,200 to \$6,500, including plots of 100x125 to 75x140.

## Westchester Drawing Many.

In Westchester the market has been almost as active as before the war. If it were not for the gigantic struggle which brought unrest to the business world Westchester might have had one of its best years. Every thing pointed to a busy market with lots of building and buying. The activity was not centred but was general. Little towns stuck away among the hills were not overlooked for the large parklike developments on which millions of dollars have been spent.

At Fieldston, which overlooks Van Cortlandt Park, twelve houses have been erected since last summer. They cost from \$20,000 to \$30,000 and represent the finest type of dwellings to be found in the suburbs of the city. Some are of the Colonial type while others are of the old English style. The property is on a hill with the Hudson River on one side and the city's largest recreation space on the other. It is probably the highest point in the city and its seclusion is so complete that one cannot imagine it being part of the great city of New York and within a short distance of the subway which leads to every corner of the city. Fieldston has been

owned by the DeLaford family for many years. It was bought originally for a country place by Major DeLaford of the United States army.

Twenty-four houses have been erected at prices which range from \$12,000 to \$21,000. They are tenanted by men of every walk of life—bankers, brokers, doctors, lawyers, clergymen, writers, college professors and painters. Just now five new houses are being planned for plot buyers and before the start of the summer construction work on them will be in full swing. Fieldston is a highly restricted development. The cheapest and smallest plot in the section costs \$6,000. This plot is 70 feet wide. Corner plots on 100 foot wide streets cost not less than \$11,000. No house will be permitted on the property which costs less than \$10,000. One of the houses recently built there cost \$28,000.

## Nine Houses at Park Hill.

Moving north into Westchester comes Park Hill, near Yonkers, the development of the American Real Estate Company. It was started a quarter of a century ago and to-day is considered one of the prettiest suburban colonies in the country. It is fashioned after an English countryside with houses which cost from \$10,000 to \$30,000 to build. In fact, an Englishman who visited the place not long ago said that he thought he was in England when he was in the place. Nine houses are now under construction there. Three are being put up by the company for sale and six by plot buyers. The cheapest of the new houses cost \$10,000. One of the houses will cost \$40,000 before it has been finished. Last year the company erected a colonial house of brick for which it wants \$30,000. The \$40,000 house is being erected for Horace Porter, an insurance man of this city, who was attracted to Park Hill by the beauty and convenience of the place to business centres of New York.

## Farley Organization Busy.

Robert Farley and his associates are the big developers of Westchester. Under their control are many of the leading developments in the county. Among these are Scarsdale Estates, which includes Greenacres, Murray Hill and Gedney Farm; Battle Hill Park, Nepperhan Heights, the Nelson Estate and Phillips Manor. In these properties every house may be met. The man of little means can be accommodated as well as the man of unlimited wealth. The best or rather the most expensive of the properties under Mr. Farley's control are Scarsdale Estates and Phillips Manor. Since last summer \$1,000,000 worth of sites and dwellings have been sold at these estates. At Greenacres most of the houses which were built for sale have been sold and the company is now preparing to erect more. These new houses will embody many new features which have come from long experience in reading the wants and the wishes of an exacting public. At Greenacres the cheapest house has cost \$10,000. A cheaper dwelling is not permitted. From \$10,000 the cost of houses ranges to \$25,000.

Murray Hill, which is farther from the station, is a section of much more costly dwellings. As much as \$40,000 has been paid for a dwelling there. This house is known as the Kelly house. Plots of not less than five acres can be bought at Murray Hill and for that reason there are not so many homes there as at Greenacres. Gedney Farm, though only a few years on the market, has the atmosphere of a development of many years. The property was the old Howard Willett farm. The centre of life there is the Gedney Farm Hotel, which is fashioned after an old French chateau. The hotel is the dominating feature of the architecture of the place. Many dwellings have been erected there and several are now in the planning stage. Lake Greenacres and Murray Hill, a house most cost \$10,000 or more or it cannot be built.

Phillips Manor, near Tarrytown, now in the hands of Mr. Farley, was developed by Dr. Bell, an Englishman, who showed his nationality in the house and the development of the land. He followed old English architecture and the roads were laid out as in some of the big estates on the other side. In landscaping road buildings and other surface and subsurface improvements he is said to have spent \$500,000. There are twenty-two houses on the property which cost from \$15,000 to \$25,000 to build. They are on large sites, which give them outlooks over the Hudson River and the surrounding country. The main road is on the Tappan Zee, the widest point on the Hudson, about five miles to the other shore. On the water front is a large canoe club house, which cost the developers much money to build a few years ago.

Never it is a bathing beach and a yacht club. Plans are now being prepared for additions to Phillips Manor houses even though some of the dwellings are still for sale. Renting there has been much more active than selling.

The Nelson estate, which the Farley Organization took over only a few months ago, is to the north of Phillips Manor, near Peekskill. It contains 1,000 acres, 400 of which are cleared timber. No houses have been erected yet. Plans are being prepared for the layout of the tract and what is done it will be put on the market at prices it is said to have interest for every class.

Battle Hill Park is in White Plains and is one of the least expensive of the Farley developments. It is not a new undertaking, having been under development for some time.

The property is an annex to the west of the railroad and many houses have been built there.

Nepperhan Heights near Yonkers was for long the property of the Cronin estate. Its development was started years ago and houses were built and sold. Farley took it over last year. Since then many new houses have been erected and the buying is active. This is a section of the Farley development which is now erecting a number of new houses. This property is restricted in size, but not as much as most developments through Westchester. Houses there have been sold at \$4,000.

## Pelhamwood Growing Fast.

Under the management of the Pelhamwood & Son, Pelhamwood, N. Y., is a charming home development on 100 acres on the New Haven railroad. It is undergoing a notable development. The building this spring is much more active than before, and promises a busy season. The turning point in the development of the best built home community in the country is now being reached. A report that most of the houses of plots took them with the exception of building at once. Another report is now circulating that the Pelhamwood & Son are erecting a number of new houses. Lillian Tree, a house of 100,000, is now on the market, has the atmosphere of a development of many years.

## Some of the 125 Houses at Kew Gardens Sold During Two Years

